ORDER



 Order / Rev:
 62296

 Alt Order #:
 09831675

 Product Desc:
 PROTECT FL TAXPAYERS

 Estimate:
 10/22/12 - 11/02/12

Flight Dates: 10/22/12 - 11/02/12
Original Date / Rev: 09/28/12 / 09/28/12

Order Type: CIA - O

Fox 30 JAX

Millennium Washington DC
MNAT

Sales Region: National

Name: SRH Media Inc

Buying Contact:

Billing Contact:

2204 Countryside Dr

Silver Spring, MD 20905

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser Name: Protect FL Taxpayers

Demographic: A35+

Product Codes: Issues/Propositions
Priority: P-1

Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:

Primary AE:

Sales Office:

Order Separation: 00:00:00

Advertiser External ID:

Agency External ID:

Bill Plan

Agency

Start Date		End Date	# Spots	Gross Amount	Net Amount		
	10/01/12	10/28/12	18	\$5,410.00	\$4,598.50		
	10/29/12	11/02/12	18	\$4,840.00	\$4,114.00		

Totals

Month	# Spots	Gross Amount	Net Amount	Rating	
October 2012	18	\$5,410.00	\$4,598.50	0.00	
November 2012	18	\$4,840.00	\$4,114.00	0.00	
Totals	36	\$10,250,00	\$8 712 50	0.00	

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
Fox 30 JAX	7%	\$10,250.00
Market	100%	\$146,428.57

Competitive Share	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WCWJ	0%	\$0.00
WJXT	46%	\$67,357.14
WJXX	5%	\$7,321.43
WTEV	15%	\$21,964.29
WTLV	27%	\$39,535.71

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1	WAWS	10/22/12	10/26/12	Action News @ 5a	CM	5:00 AM-5:3	80 AM MTWTF	:30	3	\$50.00 P-1	0.00 NM	3	\$150.00
				Action News @ 5a	a								
	NEWS												
	Star	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 10/2	22/12	10/28/12	MTWTF	3	\$50.00	0.00						
2	WAWS	10/29/12	11/02/12	Action News @ 5a	CM	5:00 AM-5:3	BO AM MTWTF	:30	3	\$50.00 P-1	0.00 NM	3	\$150.00
				Action News @ 5a	a								
	NEWS												

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Order / Rev: 62296 Advertiser: Protect FL Taxpayers

Alt Order #: 09831675 Product Desc: PROTECT FL TAXPAYERS **Fox 30 JAX**

Flight Dates: 10/22/12 - 11/02/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
2 WAWS	10/29/1	2 11/02/12	Action News @ 5		5:00 AM-5:	30 AM MTWTF	:30	3	\$50.00 P-1	0.00 NM	3	\$150.00
NEWS			Action News @ 5									
Sta Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 3	Rate \$50.00	Rating 0.00						
		2 10/26/12	Action News @ 5			00 AM MTWTF	:30	2	\$70.00 P-1	0.00 NM	2	\$140.00
NEWS			Action News @ 5	30a								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	MTWTF	2	\$70.00	0.00			Ф70 00 Б 1	0.00.1114	_	0040.00
4 WAWS	10/29/1	2 11/02/12	Action News @ 5 Action News @ 5		5:30 AIVI-6:0	00 AM MTWTF	:30	3	\$70.00 P-1	0.00 NM	3	\$210.00
NEWS						5.4						
Sta Week: 10/2	rt Date 29/12	End Date 11/04/12	<u>Weekdays</u> MTWTF	Spots/Week 3	Rate \$70.00	Rating 0.00						
5 WAWS	10/22/1	2 10/26/12	Action News @ 7		7:00 AM-8:	00 AM MTWTF	:30	5	\$90.00 P-1	0.00 NM	5	\$450.00
NEWS			Action News @ 7	'a								
<u>Sta</u>	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		10/28/12	MTWTF Action News @ 7	a CM	\$90.00	0.00 00 AM MTWTF	:30	5	\$90.00 P-1	0.00 NM	5	\$450.00
0 WAWS	10/23/1	2 11/02/12	Action News @ 7		7.00 AIVI-0.	OO AW MIWII	.50	3	φ90.001-1	0.00 14101	3	ψ430.00
NEWS	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12	MTWTF	<u> 5</u>	\$90.00	0.00						
7 WAWS	10/22/1	2 10/26/12	Action News @ 8		8:00 AM-9:	00 AM MTWTF	:30	3	\$90.00 P-1	0.00 NM	3	\$270.00
NEWS			Action News @ 8	ia .								
Sta Week: 10/2	rt Date	End Date 10/28/12	<u>Weekdays</u> MTWTF	Spots/Week 3	Rate	Rating						
		2 11/02/12	Action News @ 8		\$90.00 8:00 AM-9:0	0.00 00 AM MTWF	:30	2	\$90.00 P-1	0.00 NM	2	\$180.00
NEWC			Action News @ 8	la								
NEWS Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	MTWTF	2	\$90.00	0.00						
9 WAWS	10/22/1	2 10/28/12	M-F 10p-1030p M-F 10p-1030p	CM	10:00 PM-1	0:30 PIMTWTFSS	S :30	3	\$1,100.00 P-1	0.00 NM	3	\$3,300.00
NEWS					_							
Sta Week: 10/2	rt Date 22/12	End Date 10/28/12	<u>Weekdays</u> MTWTFSS	Spots/Week 3	Rate \$1,100.00	Rating 0.00						
		2 11/02/12		CM		0:30 PIMTWTF	:30	2	\$1,100.00 P-1	0.00 NM	2	\$2,200.00
NEWS			M-F 10p-1030p									
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/2		11/04/12 2 10/28/12	MTWTF M-F 1030p-11p	CM	\$1,100.00	0.00 1:00 PIMTWTFSS	S :30	2	\$550.00 P-1	0.00 NM	2	¢1 100 00
	10/22/1	2 10/20/12	M-F 1030p-11p	Civi	10.30 F W-1	1.00 FIMI WITS:	5 .50	2	φ330.00 F-1	0.00 INIVI	2	\$1,100.00
NEWS	rt Date	End Data	Mookdove	Spots/Week	Pata	Pating						
Week: 10/2		End Date 10/28/12	Weekdays MTWTFSS	<u>3pots/week</u> 2	<u>Rate</u> \$550.00	Rating 0.00						
12 WAWS	10/29/1	2 11/02/12		CM	10:30 PM-1	1:00 PIMTWTF	:30	3	\$550.00 P-1	0.00 NM	3	\$1,650.00
NEWS			M-F 1030p-11p									
	rt Date	End Date	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
Week: 10/2	29/12	11/04/12	IAIT AA I L,	3	\$550.00	0.00				Totals	36	\$10,250.00
										· otals	50	Ψ10,200.00